



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

For Immediate Release

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DOYLE HONORED FOR SERVICE TO YOUTH

Monroe County Executive Jack Doyle today received the Service To Youth Award from the Association of New York State Youth Bureau's during their annual conference at the Hyatt Hotel in Rochester. The award cited Doyle for his strong commitment to youth as evidenced by his leadership of the Monroe County Asset Building initiative.

"Asset Building is giving kids what they need to succeed by using positive experiences and qualities to develop a child's full potential," said Doyle. "Over the past four years Monroe County has introduced the Asset Building approach to our community through schools and community groups."

The Search Institute of Minnesota, a renowned research organization that studies the behavior of American youth, coined the term "Asset Building" and has identified 40 concrete, positive assets—critical to the healthy development of youth—and grouped them into eight categories. Research shows that adolescents who have 30 or more of the developmental assets are 50% less likely to drink alcohol, 40% less likely to use illicit drugs, and 55% less likely to engage in violent behavior than peers with fewer than 10 assets.

Monroe County began working with the Search Institute in 1996 and has trained more than 1,000 people in asset building and positive youth development, and has introduced more than 10,000 individuals to its potential. In addition, 17,000 middle school students participated in an Asset Survey that indicated these students possessed approximately 21 of the 40 assets; just over one-half of what the research says is ideal. Search Institute research has found that these assets are powerful influences on adolescent behavior—both protecting young people from problem behavior and promoting positive behaviors.

"This research clearly indicates to me that we need to focus on increasing the number of assets for all our youth to succeed," said Doyle. "Through receiving this award, I hope to build more awareness for the important role every person of our community plays in ensuring our youth grow up to be competent, productive and responsible members of society."

The Assets grouped by category:

1. Support
-by family, neighbors and school

-more-

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2. Empowerment
 - having a meaningful role in the community
3. Boundaries and Expectations
 - clearly understanding rules and consequences
4. Constructive Use of Time
 - involvement in positive activities such as arts, sports or religious
5. Commitment to Learning
 - being engaged in education
6. Positive Values
 - encouraging honesty, integrity and restraint
7. Social Competencies
 - proficient decision making and resistance skills
8. Positive Identity
 - having self esteem and a sense of purpose

To request a copy of the complete list of 40 assets, call the Rochester-Monroe County Youth Bureau at 428-4950, or visit Monroe County's web site: www.co.monroe.ny.us.

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*For further information, call:
Communications & Special Events at 428-2380
Visit us on the web: www.co.monroe.ny.us*